

CONTENT-MARKETING IN A CORPORATE BLOG

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The article is devoted to the research results implementation of appropriate content in a corporate blog as an opportunity to further user interaction and conducting marketing activities. The authors distinguish content in a corporate blog as an effective marketing tool for Internet communications.

This article explores the growth of Internet users and the development of online marketing. The concept of the blog as a new tool of online marketing is defined. The development of the Ukrainian segment of the blogosphere is analysed. The advantages over traditional blog websites are proved. The following types of blogs are selected: personal, corporate and thematic. The concept of corporate blog and

growth factors for its popularity are defined. The results of various studies of corporate blogs of Ukrainian companies are given. The main tasks performed by the corporate blog, providing a competitive advantage are considered.

The essence of the content, the benefits of content marketing, content strategy concept are defined. Stages of developing a content strategy are shown. Recommendations on creating high-quality content based on the study of psychology, behaviour, interests, and preferences of users are given.

As a result, alternatives of maintaining a corporate blog with quality content and importance of the development of new tools of information technology are summarized.